

## Message Text

UNCLASSIFIED

PAGE 01 BONN 10884 291710Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00 /027 W  
-----128153 292031Z /73

R 291700Z JUN 77  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 9468  
USMISSION USBERLIN  
AMCONSUL FRANKFURT  
AMCONSUL HAMBURG  
AMCONSUL MUNICH

UNCLAS BONN 10884

E.O. 11652: N/A  
TAGS: BEXP, GW  
SUBJECT: ADS REQUEST - MULTIMART CORPORATION,  
ATLANTA, GEORGIA

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE  
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

HOEFFNER MOEBELGESELLSCHAFT  
WILMERSDORFER STR. 126  
D-1000 BERLIN 12  
CONTACT: MR. ALFRED SOBCZAK  
PHONE: 030 - 312 20 68  
COMMENT: COMPANY EXPRESSED POTENTIAL INTEREST IN  
PROPOSAL. FIRM IS MAJOR DISTRIBUTOR OF HOME DECORATIONS  
IN WEST BERLIN MARKET. IT WAS ESTABLISHED IN 1955,  
EMPLOYS 261. PRICES AND DELIVERY TERMS ARE CRITICAL  
MARKETING FACTORS FOR THESE PRODUCTS HERE. FIRM WOULD  
LIKE ADDITIONAL INFO AND DESIRES DIRECT CONTACT WITH  
US FIRM. BANK REF.: HYPO-BANK, ERNST-REUTER-PLATZ 9,  
D-1000 BERLIN 10.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BONN 10884 291710Z

NORBERT KUSCHE  
STUDIO FUER TEPPICBODEN UND GARDINEN  
ESPLANADE 20  
2000 HAMBURG 36  
CONTACT: MR. KUSCHE  
PHONE: 040 - 34 50 77  
COMMENT: LARGE WHOLESALER AND DISTRIBUTOR. FIRM IS

VERY INTERESTED IN US FIRM'S OFFER.

FA. GUSTAV KIENZLE  
TEPPICHE, BODENBELAEGE, GROSSHANDEL  
MAYBACHSTRASSE 18  
D-8500 NUERNBERG  
CONTACT: HERR GUSTAV KIENZLE, MANAGER  
PHONE: 0911/41001  
TELEX: 06/23212  
COMMENT: FIRM WAS ESTABLISHED IN 1919, EMPLOYS 75  
PERSONS. SELLS PRODUCTS IN GERMANY. FIRM ALREADY  
REPRESENTS 10 FIRMS AND SHOULD LIKE TO EXPAND ITS  
SALES PROGRAM. PLEASE SEND PRICE LIST.

AMCONSUL FRANKFURT REPORTS:  
POST HAS NOT BEEN ABLE TO IDENTIFY ANY INTERESTED PARTY.  
IN DISCUSSIONS WITH LEADING WHOLESALERS/DISTRIBUTORS  
IN OUR AREA, THE FOLLOWING OBSERVATIONS WERE MADE:

1. YUTE-BACKED CARPETING IS NOT SALEABLE ANYMORE IN  
THE FRG. ALMOST ALL WALL-TO-WALL CARPETING IS FOAM-  
BACKED WHICH ELIMINATES GLUEING TO THE FLOOR AND MAKES  
IT ROT-PROOF.

2. SOME OF THE QUALITIES OFFERED SHOW A TOO WIDELY  
SPACED TUFTING. GERMAN CONSUMERS PREFER TIGHTER MATER-  
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BONN 10884 291710Z

IAL.

3. THE WIDTH OF CARPET ROLLS OFFERED (12' - 3.66  
METERS) IS NOT ACCEPTABLE HERE. THE CUSTOMARY ROLL  
WIDTH IS 4 OR 5 METERS, PREFERABLY 5.

4. WITH FEW EXCEPTIONS, PRICES APPEAR NON-COMPETITIVE  
ON THE GERMAN MARKET WHERE AVERAGE QUALITIES ARE  
OFFERED FREE WAREHOUSE FROM ABOUT DM 13.- ON (APPROX  
\$ 5.40 AT AN EXCHANGE RATE OF 1 \$ DM 2.40) THE  
IMPORT DUTY AMOUNTS TO 20 - 23 DEPENDING ON QUALITY  
OF CARPET. IN FUTURE ATTEMPTS TO MARKET IN GERMANY,  
COMPANY SHOULD QUOTE CIF PRICES TO ALLOW BETTER  
COMPARISONS.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR  
STOESSEL

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 29-Jun-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977BONN10884  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770232-0931  
**Format:** TEL  
**From:** BONN  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t1977069/aaaaahfa.tel  
**Line Count:** 111  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 929bb784-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 18-Oct-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2272904  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** ADS REQUEST - MULTIMART CORPORATION, ATLANTA, GEORGIA THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY B  
**TAGS:** BEXP, GE  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/929bb784-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009